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WORD OF THE MONTH

“Phantasmagoria”

"A shifting series of phantasms, illusions, or deceptive appearances, as in a dream or as created by the imagination."



On October 13, 2023, Symbiosis Institute of International Business (SIIB) hosted its Annual Flagship Event, "Leadership Series". The event's central theme, "Intergenerational Work Paradigms: Embracing Challenges and Exploring Opportunities," set the stage for in-depth discussions on global trade, business dynamics, and geo-economic concerns. The event began with an engaging video to introduce the theme, followed by the ceremonial lamp lighting by the esteemed chief guest, Mr. Muralikrishnan, President of Xiaomi India. Dr. Asmita Chitnis, Director of SIIB, warmly welcomed the Chief Guest and highlighted the relevance of the selected theme for the Leadership Series.

Mr. Muralikrishnan B shared his extensive expertise in the consumer internet and e-commerce industry, shedding light on the rapidly changing global landscape. He discussed the omnipresence of technology in modern organizations and the evolving global order with Asian Economies challenging traditional Western dominance. He emphasized the world's significant changes, where security and protection are prioritized over growth, leading to a reversal of globalization. In the context of the workplace, Mr. Muralikrishnan emphasized the coexistence of four generations in the contemporary workforce, each with unique perspectives. He addressed biases and generational echo chambers, proposing solutions for bridging the generational gap, including fostering an inclusive workplace and promoting respectful communication.



Following the inspiring opening remarks of the Chief Guest, Deputy Director of SIIB, Dr. Prakash Rao, initiated the event with his vote of thanks, expressing his gratitude to Mr. Muralikrishnan as well as to all the dedicated panellists who had generously spared their valuable time from their busy agendas. The event then smoothly transitioned into the first-panel discussion titled "Resilient Leadership for a Better Tomorrow", Moderated by Mr. Rishi Kapal, a seasoned Faculty of Marketing at SIIB. The discussion was ushered in with a compelling video presentation, followed by a comprehensive introduction of the esteemed panellists, Mr. Akash Sureka, Managing Director of J.P. Morgan & Chase, Ms. Kavita Kaushik, the Head of Quality at Cummins; and Mr. Manish Rathour, the Vice President of Marketing at Accops. They collectively delved into an exploration of resilient leadership's evolution across generations, as well as the intricacies and challenges of effective communication in the digital age.

The discussion focused on differing leadership styles and communication methods across generations, emphasizing the importance of adapting communication to suit various generations and promoting proactive, people-centric leadership. The panellists also discussed the challenges of integrating digital tools and bridging generational communication gaps. The first Panel Discussion ended with a heartfelt vote of thanks presented by Dr. Chetan Prabhu, Faculty of Supply Chain & Operations at SIIB to the panellists and the moderator.



The event carry forwarded by second panel discussion revolved around the theme "Innovation, Inclusion, and Diversity." It began with a video presentation and an introduction of panellists, Mr. Eugene Panfilov, Managing Director, Borzo, Mr. Priyanshu Gaurav, Managing Partner, Nuvama Partner Limited, and Mr. Rajeev Tupsakri, Founder and CEO, RAMA Consulting by the moderator of the session Dr. Chetan Prabhu. The panelists highlighted the importance of engaging diverse voices and embracing change, discussed risk and reward in hiring, and stressed the significance of an open failure culture and aligning individual goals with organizational perspectives. Further to the discussion, the Panellist's emphasized the critical role of innovation, inclusion, and diversity in fostering a dynamic organizational culture that embraces change, encourages diverse perspectives, and aligns individual growth with the broader mission.

The Leadership Event concluded with a heartfelt vote of gratitude presented by Dr. Vandana Mehta, Faculty of Marketing at SIIB, to each of the Panellist and Session Moderators for their valuable time and inputs, along with the faculties, staff, and students, presented in the audience for the successful culmination of the Leadership Series, 2023.

“Ek Tareekh, Ek Ghanta” Campaign

October
1st, 2023



On the 1st of October, Symbiosis Institute of International Business organized a cleanliness drive, in which 69 members of the Kshitij committee and staff members of SIIB participated. Ms. Madhavi Saunshi and Mr. Manik Malhotra, representatives of the Pune-based non-profit organization- Satvik Seva Foundation, shared their insights with the volunteers, before the drive began. They emphasized on the significance of cleanliness and hygiene. Dr. Viraja Bhat, the faculty mentor, oversaw the drive, which started at 10:00 a.m. in the vicinity of the SIIB campus.

The drive was inspired by the Hon. Prime Minister Narendra Modi, who appealed the nation in 105th episode of “Mann Ki Baat” to participate in 1 hour of shramdaan for cleanliness on 1st of October, 2023. He urged the citizens to join in cleaning activities of public places like roadsides, streets, parks, market spaces, river banks and religious spaces, considering as an essential part of Swachhata Pakhwada – Swachhata Hi Seva 2023, scheduled to be observed from September 15th, 2023 to October 2nd, 2023. The campaign ‘Ek Tareekh, Ek Ghanta, Ek Saath’ not only promoted cleanliness and service but also served as a tribute to Mahatma Gandhi on his birth anniversary.

At the end of the drive, the volunteers endeavored to spread awareness among the roadside shopkeepers about the importance of cleanliness for everyone. The initiative had a significant effect, as the road had been littered with items such as polythene bags, bottles, and fruit and vegetable peels, emitting an unpleasant odor, prior to the event. After the drive, a remarkable transformation was witnessed with clean roads and fresh air.

“Meri Maati Mera Desh” Campaign

October
25th, 2023



On October 25th, 2023, in the light of directives from Hon. Dr. Vidya Yeravdekar Madam, Pro Chancellor, Symbiosis International (Deemed) University, contributed substantially to the campaign Meri Maati Mera Desh. This campaign holds great significance as it is one of the culminating events of the 'Azadi Ka Amrit Mahotsav' program, an initiative endorsed by Hon. Prime Minister Narendra Modi, aimed at involving every citizen in this visionary endeavor.

Students, faculties and staff members actively participated in this historic initiative. By taking a simple yet meaningful step of capturing a selfie with soil, everyone contributed not only to a world record attempt but also to a greater sense of national pride and unity.

The campaign fostered a sense of national pride and unity among everyone, engaged them in the celebration of the 'Azadi Ka Amrit Mahotsav' and created awareness about the importance of soil and its connection to our heritage and identity.

Furthermore, SIIB's enthusiastic participation in the Meri Maati Mera Desh campaign exemplifies the institution's commitment to aligning with national priorities and contributing towards the larger goal of sustainable development.

In conclusion, SIIB's dedicated involvement in the Meri Maati Mera Desh campaign reflects the institution's unwavering commitment to shaping responsible and socially aware citizens. It is through such initiatives that we can actively contribute to the realization of a prosperous and harmonious India, in line with the vision set forth by Hon. Prime Minister Narendra Modi.

Leadership Talk - Tech Mahindra

October
11th, 2023



On 11th October 2023, Mr. Ram Bilas Yadav, SAP Solutions and GTM Head at Tech Mahindra, and Mr. Rahul Sachdev, Director & Head of SAP University Alliances India, delivered an enlightening leadership talk to MBA students specializing in International Business, Agri-Business, and Energy and Environment from the academic years 2022-24 and 2023-25. The topic of their discussion was "SAP Partnership."

Mr. Yadav, a certified enterprise architect with over 25 years of experience in IT, commenced the session with an overview of Tech Mahindra. He emphasized the prime importance of communication in Tech Mahindra's diverse portfolio of businesses, including digital businesses and a rich history of over 1800 projects, which traces its roots back to the acquisition of SATYAM, where SAPA started.

He further highlighted Tech Mahindra's 360-degree relationship with SAP, including VAR partnerships in 14 countries and its global presence across North America, Europe, Asia Pacific, Australasia, New Zealand, and South America. He also mentioned the wide-ranging solutions offered by Tech Mahindra, such as Enterprise.next, Supply chain.next, CX.NXT, HXM.NXT, SAPBTP, and NEXTGEN ADMS, along with recent developments like Auto Shift, Utility Rise; Feeds, and Sprint. The session concluded with insights into the future SAP skills required, both technical and functional, by the industry.

Following Mr. Yadav's informative presentation, Mr. Rahul Sachdev continued the discussion by emphasizing the critical importance of SAP in the corporate world and the relevance of the SAP University Alliances Program. He spoke about how certifications play a vital role in the recruitment process and how learning.sap.com is a valuable platform for students to gain these certifications. Mr. Sachdev also highlighted the impact of customer perception on the success of a company and encouraged students to build a compelling narrative around their work. He cited examples from the sports industry, such as the 2015 ICC World Cup, to illustrate how SAP solutions have been instrumental in achieving success in various sectors.

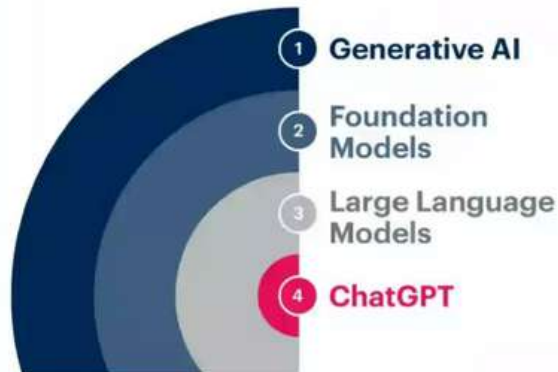


Further to the discussion, Mr. Kamat, AVP & Delivery Partner at Infosys, initiated the session by discussing the evolving landscape of SAP and its significance in the IT sector. He highlighted Infosys' role as one of the top IT companies, offering diverse roles and global projects to nurture careers. The ever-increasing pace of change in the IT industry was emphasized, and Mr. Kamat elaborated on the various roles in the ERP and SAP world, including techno-functional consultants, delivery managers, and program managers. He emphasized the importance of staying tech-savvy and adaptable to keep up with industry transformations. The session concluded with insights into the abundance of opportunities in the SAP sector for those who embrace technology as a steadfast support system for career success.

Following Mr. Kamat's presentation, Mr. Sachdev continued the discussion, underlining the value of continuous learning, certifications, and technology in ensuring sustained career success. He encouraged students to keep their technology skills sharp, even after securing a job, and emphasized the significance of SAP certifications for career advancement.

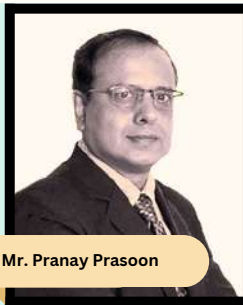
The leadership talk provided students with valuable insights into the significance of SAP partnerships, the evolving landscape of the industry, and the role of SAP in various domains. It encouraged students to explore the world of SAP and certification, fostering a deeper understanding of its relevance in today's business world.

What Is Generative AI?



Mr. Pranay Prasoon

Senior Vice President Head of
Data Products Management
Acquity Knowledge Partners



Mr. Pranay Prasoon

“The session explored the vast potential of Big Data, AI, and Generative AI while addressing concerns like misuse and bias. It emphasized the importance of continuous learning in the rapidly evolving field of AI.”

On October 1st, 2023, Mr. Pranay Prasoon, an esteemed alumnus of SIIB and currently serving as Director and Head of Data Products Management at Acquity Knowledge Partners, conducted an enlightening guest lecture on “AI, ML, and ChatGPT” for students of MBA International Business, Agri-Business, and Energy & Environment from the 2022-24 batch. The primary objective of the lecture was to explore the potential applications, challenges, and concerns related to Generative AI.

Mr. Prasoan began the lecture by discussing Big Data's significance, highlighting its volume, variety, and velocity. He explained how enormous amounts of data, various formats, and real-time updates are crucial in different sectors such as government, healthcare, weather forecasting, and more. He delved into AI, ML, and deep learning, explaining their abilities and applications.

Further, he provided insights into various applications of Big Data and AI, including automated watering systems, predictive analytics in fast food, smart aircraft maintenance in airlines, and more. The session explored Generative AI, which uses deep learning models to produce content based on user input. The potential applications of Generative AI, such as content generation, drug discovery, and code generation, were discussed. Prompts for platforms like ChatGPT were also discussed.

In conclusion, Mr. Pranay Prasoan's expertise and real-world examples made the complex topic accessible to the students, leaving them with a deeper understanding of the possibilities and challenges associated with AI transformation. The lecture ended with a discussion on the impact of AI adoption on the workforce and the need for continuous learning and adaptation in the rapidly evolving AI landscape.

Feather in The Cap



Mr. Shreyas Nair is an eminent alumnus of the batch of 2012-14. He recently joined Fino Payments Bank Ltd. as Associate Vice President. With over 8 years of multifaceted professional experience, this accomplished individual has excelled in roles encompassing product management, sales support, operations, and customer service.

In his current role, he is at the forefront of launching and driving insurance products across the bank and its extensive network. His achievements include the successful nationwide launch of the Atal Pension Yojana product. He also manages the P&L for the Insurance and Pension vertical.

Prior to this role, he held key positions at organizations like Axis Bank, Coverfox Insurance, and HDFC Life, where he focused on optimizing operations, enhancing self-serve platforms, and improving customer experience. His professional career is a testament to their strategic thinking, analytical skills, and innovative problem-solving abilities, making them an industry leader in the insurance and fintech sectors.

We wish Mr. Shreyas Nair all the best for his future endeavors!



Mr. Shreyas Nair
Associate Vice President
Fino Payments Bank Ltd.

Feather in The Cap

Mr. Amit Sharma is a prominent alumnus from the batch of 2002-04. He recently joined INDICOLD in the position of Chief Business Officer. With a strong background in textiles, food, and consumer products, he has demonstrated his ability to establish and nurture business relationships in domestic and international markets over the years.

He is an accomplished business leader who brings a wealth of experience in sales and business development across various industries. In his current role, he plays a pivotal role in building a future-ready sustainable cold supply chain.

His past experiences in roles such as Sales Head at CHUK, Co-Founder of Country Curries, Mr. Wong, and RollPlay, and positions at Cargill and Moser Baer India Ltd, illustrate his versatility in driving growth, building relationships, and improving internal processes. He has consistently exhibited a customer-centric approach and a passion for innovation, significantly impacting his corporate career.

We wish Mr. Amit Sharma all the best for his future endeavors.



Mr. Amit Sharma
Chief Business Officer
INDICOLD

Sustainable Digital Transformation for Entrepreneurship



Ayan Guha Roy (Member of E-Cell)

Economic growth and the establishment of a dynamic business environment depend on digital entrepreneurship. The introduction of digital technologies into all facets of business, known as "digital transformation," modifies the way that social and economic activities are carried out. The demand for digital transformation is growing as a result of COVID-19, and digital should be viewed as a separate infrastructure sector.

In today's rapidly evolving business landscape, the key to long-term success for entrepreneurs lies in embracing sustainable digital transformation. This dynamic synergy of sustainability and technology is not just a trend but a necessity for businesses looking to thrive and make a positive impact on society and the environment. Sustainable digital technologies enable the establishment of sustainable business practices using digital platforms. A variety of stakeholders may benefit from new sustainable business models that are built from the standpoint of sustainable digitality. Entrepreneurs can use a variety of models and frameworks, such as LCA, C2C (Cradle-to-Cradle), or DAM, to demonstrate sustainable entrepreneurship. Without further ado, let's get down to the nitty-gritty of why today's digital presence is essential for every thriving entrepreneurs looking for sustainable growth. In other words, digital transformation is something every business can do. An intelligent management system and data analysis will be available to the accounting, finance, administrative, human resources, marketing, and sales departments as one of the initial advantages of the digital transformation of businesses. Reviewing the effects of digital technology at several levels, such as component mining, production, distribution, and individual , is advocated by the field of digital ecology .There are several ways that digital transformation can be integrated with digital ecology.

Sustainable Digital Transformation for Entrepreneurship



Ayan Guha Roy (Member of E-Cell)

Digital technologies have the potential to facilitate the development of more sustainable business models by incorporating sustainability concepts into their operations, services, and products. The development of digital products and services using sustainable methods, their administration, and the internal politics of sustainable technology and device management can lead to the creation of long-term corporate value. By 2025, the World Economic Forum projects that the total global value of digital transformation to industry and society will surpass \$100 trillion. For their size, industry, and intended purpose, small and medium-sized entrepreneurs should search for technology software that is suitable. Sustainability is a must for the planet, and it's also a huge business opportunity. By designing products that are eco-friendly, using energy-efficient processes, making sure their supply chains are responsible, and managing their waste properly, businesses can set the tone for a greener digital future.

The Bull You Don't Know

**E-Cell
Column**



Sutanu Chakraborty (Member of E-Cell)

When he made an open offer to acquire 26% of the share capital of R Systems International, a company that provides software product development and BPO services, Pune-based Bhavook Tripathi became a household name. In the open offer in 2011, Tripathi put in Rs 40.81 crore and still owns the shares today. Tripathi owns 42,539,454 shares of R Systems International, or 35.6% of the company's capital, worth Rs 1,012.9 crore.

But the journey starts in 1999 with FAG Precision Bearing, a supplier of high-precision ball bearings to automakers. Despite the company's Rs 35 crore market capitalization in 1999, Tripathi saw the stock's worth and bought each stock at Rs. 20, and in 2006 sold it for nearly Rs. 500. He took an exit with a 10 crore, 25x return within 7 years.

Immediately after, Bhavook bought Solvay Pharma using his cash from selling his stake in FAG Bearings. Abbott Labs was buying the company out in a global deal, making the news. He realized that Abbott would have to openly offer Solvay's shareholders. Despite uncertainty four years later, Bhavook made a significant profit by selling the shares for Rs 4,054 to Rs 3,054 each.

It should come as no surprise that Bhavook favors a focused portfolio, investing in penny stocks with no diversification of the investment. This method is called focused equity investment.

Given his massive interest in R Systems, in contrast to other investors, Bhavook waited patiently for that once-in-a-lifetime opportunity to present itself, and when it did, he acted with conviction and pledged a sizable portion of his wealth on that bet, whereas others invest a little bit here and there in the hope that something will click somewhere else.

Tripathi is now worth more than Rs. 250 crores, concentrating on his most recent stock choice, an investment of Rs. 69 crores. If he manages to pull this off, Tripathi's accomplishment will cement his status as a great dealmaker and stock picker.

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